

# CAPITAL PROFILE REPORT

PROFILE NAME: **COMMUNITY ACTIVATION PROGRAMMING**  
PROFILE NUMBER: **CM-66-2596**  
DEPARTMENT: **City Operations**  
LEAD BRANCH: **Parks & Roads Services**  
PROGRAM NAME:  
PARTNER:  
BUDGET CYCLE: **2019-2022**

**RECOMMENDED**

PROFILE STAGE: **Council Review**  
PROFILE TYPE: **Composite**  
LEAD MANAGER: **Brian Simpson**  
PARTNER MANAGER:  
ESTIMATED START: **April, 2021**  
ESTIMATED COMPLETION: **December, 2022**

Service Category: **Roads**

Major Initiative:

**GROWTH**  
100

**RENEWAL**

PREVIOUSLY APPROVED: **-**  
BUDGET REQUEST: **700**  
TOTAL PROFILE BUDGET: **700**

## PROFILE DESCRIPTION

Aligning with the City Plan's big city move "Community of Communities," the Safe Mobility Strategy prioritizes opportunities to empower and work collaboratively with citizens to make our streets safer and more livable through Community Activation programming (Vision Zero Street Labs and Safe Speeds Toolkit). This change will create safe, livable streets for everyone in Edmonton. This programming enables community-led projects that use temporary, adaptable measures to improve the way Edmontonians live and move on residential streets.

## PROFILE BACKGROUND

The Safe Mobility Strategy 2021-2025, is Edmonton's approach to achieving Vision Zero through safe and livable streets. It is a key component of the City's strategic goals for the next 10 years and supports ConnectEdmonton in creating a safe, healthy city for all residents. One of the Key Actions from the Strategy is the Safe Mobility Community Activation Program. The driver of this key action is to develop programming, tools and support to empower Edmontonians so they can influence and participate in safe and livable streets in their community. A healthy city is an active one and the purpose of the Community Activation program is to optimize Edmontonians' opportunities to walk, roll, and cycle, regardless of age, ability, or socio-economic status and to enhance safety, inclusivity and diversity of our communities. Safe Mobility is at the heart of supporting a healthy city, livable urban places, and a prosperous regional economy. As part of this, funding is required to support communities in improving safety and liveability in their communities.

## PROFILE JUSTIFICATION

The Safe Mobility Strategy prioritizes work in neighbourhoods as an opportunity to get Edmontonians involved in creating safer and more livable spaces and contribute to larger culture change as a result. Edmontonians regularly report concerns and fears about driver behaviour and roadway design in neighbourhoods, and outside of the Neighbourhood Renewal program, there is not a program in place to specifically target these kinds of improvements. Projects that are temporary in nature and created using adaptable materials enable the City to support communities in trialing changes to their streets quickly and at relatively low cost. This new capital profile will support the Vision Zero Street Labs and Safe Speeds Toolkits programs with \$350,000 each year in 2021 and 2022.

## STRATEGIC ALIGNMENT

Vision Zero is at the heart of supporting ConnectEdmonton's four strategic goals. Issues affecting transportation safety are interdependent with broader policy areas such as land use, climate resilience, and health, along with more traditional transportation policies, such as promoting transit and active transportation. Modal shift and mobility options are key components of both the Urban Places and Climate Resilience goals. This work will continue to support culture shift in Edmonton toward a city built for people rather than a city built for cars and improve quality of life in our City.

## ALTERNATIVES CONSIDERED

Traffic Safety initiatives are supported through the Traffic Safety Automated Enforcement Reserve. Unless other funding sources are considered, the alternative is to not support this profile and consequently, the Community Activation Programming.

## COST BENEFITS

Solutioning of flexible safe mobility concerns outside of neighbourhood renewal will help more quickly support modal shifts to more active transportation modes and will support the Healthy City initiative. Additional benefits include: people feel more comfortable walking and cycling, an increase in the number of trips taken by walking or cycling, and in particular an increase in the number of children participating in active transportation.

## KEY RISKS & MITIGATING STRATEGY

Risk of injuries and severe collisions are mitigated through the key action items in the Safe Mobility Strategy. The Community Activation program will address safety and liveability concerns raised by the public and as such holds significant public perception and political sensitivity.

## RESOURCES

It is anticipated the proposed scope of work identified under this profile could be completed within existing operational resources.

---

## CONCLUSIONS AND RECOMMENDATIONS

This program should be funded given the beneficial value it provides to multiple key stakeholders and its significant contribution to Vision Zero. Safe Mobility is a priority and should be properly represented within the City's investments. The recommendation is to approve this full profile to allow Administration to implement the Community Activation Programming. This will ensure we continue to move forward in our goal of Vision Zero and continue to support the strategic goals of the City in ConnectEdmonton.

# CAPITAL PROFILE REPORT

PROFILE NAME: **Community Activation Programming**  
 PROFILE NUMBER: **CM-66-2596**  
 BRANCH: **Parks & Roads Services**

**RECOMMENDED**  
 PROFILE TYPE: **Composite**

## CAPITAL BUDGET AND FUNDING SOURCES (000's)

APPROVED BUDGET		Prior Years	2020	2021	2022	2023	2024	2025	2026	2027	2028	Beyond 2028	Total
	Approved Budget	Original Budget Approved	-	-	-	-	-	-	-	-	-	-	-
	Current Approved Budget	-	-	-	-	-	-	-	-	-	-	-	-

BUDGET REQUEST	Budget Request	-	-	350	350	-	-	-	-	-	-	-	700
	Revised Funding Sources (if approved)												
	Traffic Safety Automated Enfmt Resrv	-	-	350	350	-	-	-	-	-	-	-	700
	Requested Funding Source	-	-	350	350	-	-	-	-	-	-	-	700

REVISED BUDGET (IF APPROVED)	Revised Budget (if Approved)	-	-	350	350	-	-	-	-	-	-	-	700
	Requested Funding Source												
	Traffic Safety Automated Enfmt Resrv	-	-	350	350	-	-	-	-	-	-	-	700
	Requested Funding Source	-	-	350	350	-	-	-	-	-	-	-	700

## CAPITAL BUDGET BY ACTIVITY TYPE (000's)

REVISED BUDGET (IF APPROVED)	Activity Type	Prior Years	2020	2021	2022	2023	2024	2025	2026	2027	2028	Beyond 2028	Total
		Construction	-	-	350	350	-	-	-	-	-	-	-
	Total	-	-	350	350	-	-	-	-	-	-	-	700

## OPERATING IMPACT OF CAPITAL

Type of Impact:

Branch:																
	Rev	Exp	Net	FTE	Rev	Exp	Net	FTE	Rev	Exp	Net	FTE	Rev	Exp	Net	FTE
Total Operating Impact	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-